

I claim:

1) A method of providing information to a user in a systems that includes a first web server storing a file that includes collateral data , a second web server that has stored therein a data base of users and associated interest profiles, a third web server that stores web pages of interest to users with a particular interest profile, the steps of:

accessing said file and reading the collateral data to obtain the URL of said second web server,

interrogating said data base to find the interest profile of the particular user who accessed said file, and

accessing a web page having information pertinent to the particular user to provide information to said user.

2) A method of selecting objects for a particular user from a collection of objects, using a camera to read an image containing a watermark from each of said objects,

the watermark in the image on each object either directly or indirectly providing information concerning the characteristics of the associated object,

interrogating a data base to match the object characteristics to the user's characteristics,

informing the user of the object which has characteristics that match the users characteristics.

3) The method recited in claim 2 wherein said data base contains information concerning said user's characteristics.

4) The method recited in claim 2 wherein said system selects one object from said collection of objects and informs said user of said selection..

- 5) A system for directing a user to a web site, said system comprising,
a camera for acquiring an electronic image of a watermarked printed image,
a watermark reading program for reading said watermark and for generating
collateral data,
a database containing information concerning said user, information relevant to
said collateral data, and information concerning alternate web sites
a program for directing said user to a web site determined by information from
said database.
- 6) The system recited in claim 5 wherein said data base contains information
concerning said user's preferences.
- 7) The system recited in claim 5 wherein said base references a web sited based
upon the particular collateral data read from a watermark and said user's
characteristics.
- 8) The system recited in claim 5 wherein said camera is a PC camera.
- 9) The system recited in claim 5 wherein said camera, and said data base are
contained in a portable computer.
- 10) The system recited in claim 9 wherein said a portion of said data base is at a
remote location and said portable computer interrogates said remote portion of
said data base via the Internet.
- 11) The system recited in claim 9 wherein said portable computer includes a
web browser program.
- 12) The method recited in claim 1 wherein said data base has information stored
relative to Global Unique Identifiers (GUIDs).

13) The method recited in claim 1 wherein each user is identified by a GUID.

14) The method recited in claim 2 wherein said camera is a PC camera.

15) A method for accessing a particular web page for a user comprising,
acquiring an electronic image of a watermarked printed image,
reading said watermark to acquire collateral data,
interrogating a data base that has information concerning the characteristics of
said user and information concerning said collateral data to select a pertinent
web page,
directing said user to said selected web page.

16) The method recited in claim 15 wherein said electronic image is acquired
from a printed image containing a watermark.

17) The method recited in claim 15 wherein said data base is interrogated over
the Internet.

18) The method provided in claim 15 wherein said user is directed to a web page
by providing an URL to a web browser.